

Message Text

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16

ACTION EUR-12

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FM AMEMBASSY MADRID

TO SECSTATE WASHDC 4172

INFO AMCONSUL BARCELONA

AMCONSUL BILBAO

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E.O. 11652: N/A

TAGS: BEXP, SP

SUBJ: SECOND QUARTERLY REPORT: FY76 COUNTRY COMMERCIAL PROGRAM (CCP)

REF: STATE 280182, DEC. 24, 1974

ALL CAMPAIGNS CONTINUE ON TARGET WITH FOLLOWING SPECIAL NOTATIONS:

1. CAMPAIGN 1.1. PLANNING FOR AND PROMOTION OF TYPE IV EXHIBITION IN BILBAO, JUNE 1976, ON SCHEDULE. AMCONGEN BARCELONA (A) VISITED ASSOCIATION OF THE METALWORKING INDUSTRY EXPORTERS FOR THE CATALAN AREA WHICH WILL SPONSOR A GROUP OF SPANISH EXHIBITORS AT THE CHICAGO MACHINE TOOL SHOW IN SEPTEMBER 1976; AND, (B) REPORTED TO COMMERCE ON PROSPECTS FOR A USG SPONSORED EXHIBITION ON METALWORKING EQUIPMENT IN THE BARCELONA INTERNATIONAL FAIR.

2. CAMPAIGN 1.3. AMCONGEN BARCELONA VISITED AND REPORTED ON SONIMAG INCLUDING RECOMMENDATIONS RE PARTICIPATION AND LIST OF BEST PROSPECTS

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3. CAMPAIGN 1.4. COMMERCIAL OFFICE CONTINUES IN CONTACT WITH SPERRY RAND ESPANOLA RE ITS PROPOSED JOINT VENTURE WITH INI AND LOCAL BANKS INVOLVING A \$10 MILLION INVESTMENT TO MANUFACTURE COMPUTERS.

4. CAMPAIGN 1.5 (A). REPORT (MADRID A-216) SUBMITTED OUTLINING GRATIFYING RESULTS ACHIEVED BY CATALOG SHOW AT FIRST IBEROAMERICAN UNCLASSIFIED

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CONGRESS ON THE ENVIRONMENT, MADRID, OCTOBER 13-18. (B) MADRID

A-203 REPORTED 25 SPANISH COMPANIES INTERESTED IN LICENSING OPPORTUNITIES OFFERED BY ANDERSON 2000, INC. FOR AIR POLLUTION EQUIPMENT.

5. CAMPAIGN 1.6. A. FOLLOW-UP REPORT OBTAINED FROM GALERIAS PRECIADOS RE ITS IN-STORE PROMOTION: OF TOTAL MERCHANDISE PURCHASED FROM US (F.O.B. U.S. \$1.8 MILLION, STORE VALUE \$4.4 MILLION, GALERIAS SOLD \$1.5 MILLION DURING ISP, AND AN ADDITIONAL \$1.5 MILLION SUBSEQUENT TO THE PROMOTION THROUGH AUGUST 30. GALERIAS REPORT PRESENTED SALES BY PRODUCT CATEGORY. GALERIAS ALSO ESTIMATED SALES US MERCHANDISE DURING YEAR FOLLOWING ISP AT \$200,000.

B. LETTER OF INTENT SIGNED WITH SEARS ESPANA FOR ISP IN SEPTEMBER 1976. SEARS OMITTED ITSELF TO PURCHASES OF LEAST \$250,000 OF US MERCHANDISE.

C. GALERIAS PRECIADOS, BASED UPON EMBASSY PROMOTIONAL EFFORTS BEHALF CLOTHING USA EXHIBITION AT USTC MILAN, JANUARY 1976, WILL SEND HEAD BUYER FOR CHILDREN'S CLOTHES TO MILAN SHOW.

D. EMBASSY COMMERCIAL OFFICE HAS BEEN WORKING CLOSELY WITH ASGA, S.A., LEADING IMPORTER CONSUMER GOODS, WITH SEVERAL US CONSUMER GOODS PURVEYORS. ASGA REPORTS PLACING INITIAL \$20,000 ORDER FOR SCRATCH'N SMELL TEE SHIRTS.

E. SPANISH INTEREST IN US CONSUMER GOODS CONTINUES HIGH WITH EMBASSY HAVING SUBMITTED TOPS COVERING 111 PRODUCT NUMBERS THIS DAMPAIGN DURING SECOND QUARTER.

6. CAMPAIGN 1.7. MAJOR PROJECT FOR NEW SPANISH ALUMINUM PRODUCTION FACILITY (MADRID A-231, NOVEMBER 22) REPORTED WITH U.S. EQUIPMENT WORTH \$8.2 MILLION SOUGHT BY SPANISH COMPANY.

7. CAMPAIGN 1.8. EMBASSY PHASED THAT TECHNICAL SALES SEMINAR: HEALTH DELIVERY SYSTEMS WILL COME TO SPAIN. ACTIVE PROMOTION WILL BEGIN WHEN EXACT DATES RECEIVED FROM COMMERCE.

8. CAMPAIGN 1.9. AMCONGEN BARCELONA SUBMITTED REPORT (A-52) PRESENTING INFORMATION ABOUT GRAPHISPACK SECTOR OF TRADE SHOW, UNCLASSIFIED

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ALIMENTARIA - 76.

9. CAMPAIGN 1.10. MADRID'S A-231 PRESENTED MAJOR PRODUCT OPPORTUNITY FOR OVER \$8 MILLION OF EQUIPMENT, HEAVILY MATERIALS HANDLING EQUIPMENT, FOR A NEW INTEGRATED ALUMINUM FACILITY TO BE UNDERTAKEN IN NW SPAIN.

10. CAMPAIGN 1.14. COMMERCIAL LIBRARY HAS BEEN SIGNIFICANTLY

REVAMPED TO MAKE TARGET INDUSRTY INFORMATION MORE READILY AVAILABLE TO BUSINESS VISITORS. OUTDATED DIRECTORIES AND PUBLICATIONS HAVE BEEN DISCARDED. A TOTAL OF 107 NON-PRODUCT CAMPAIGN ITEMS WERE SUBMITTED DURING THIS QUARTER THROUGH THE TO PROGRAM.

11. OTHER SIGNIFICANT ACTIVITIES: (A) THE EMBASSY'S FIRST COMMERCIAL NEWSLETTER HAS BEEN PREPARED AND TRANSLATED FOR ISSUANCE IN JANUARY. ACKNOWLEDGEMENT TO USIS MADRID IS IN ORDER FOR ITS SPLENDID COOPERATION IN ASSISTING THIS PROJECT, INCLUDING PRINTING, (B) THE EMBASSY, WITH THE ASSISTANCE OF OTHER FS POSTS IN SPAIN, IS COMPLETING A COMPREHENSIVE UP-DATE OF ALL MAJORITY-OWNED INVESTMENTS IN SPAIN BY US COMPANIES. (C) MADRID'S A-206 PRESENTED A PRIORITY LISTING OF PRODUCTS FOR SPAIN. (D) ALL US EXHIBITIONS UNDER THE FOREIGN BUYER PROGRAM HAVE BEEN PUBLICIZED AND MAILINGS TO KEY PROSPECTS HAVE BEEN MADE.
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